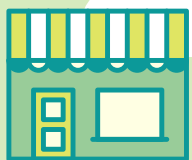




## Eligibility of applicants



### Who is eligible?

Only entities legally established in EU Member States are eligible to apply. There are several types of organisations which are eligible, including:

- **Trade or inter-trade organisations** which are representative of the related sector at national or EU level. To be representative of the sector, organisations must account for at least half of the sector's producers, or half of the volume or value of marketable production of the products or sector. A percentage lower than 50% may be accepted if justified, or where it is an interbranch organisation recognised by the EU Member State.
- **Producer organisations or associations of producer organisations** which have been recognised by their Member State in accordance with Articles 154 or 156 of Regulation (EU) No 1308/2013 or with Article 14 of Regulation (EU) No 1379/2013.
- **Agri-food bodies** are involved in a mission of public interest in charge of promotion and have a representative of the product or sector among their members. This condition does not apply in the case of programmes carried out after a loss of consumer confidence. Agri-food bodies must have been legally established in a Member State for a minimum of 2 years.



### Eligible organisations must also meet the following requirements:

- Have the necessary technical, financial, and professional resources to carry out the programme effectively.
- The applicant does not request support for an information and promotion programme on the same product or scheme, carried out in the same geographical market on more than two consecutive occasions.



### Examples of ineligible applicants:

- Applicant organisations which are not representative of the product or sector promoted
- Private companies in general may not participate - please consult the [FAQs](#) for information on exceptions.
- Non-EU applicants.



### Which legal requirements apply that need to be met by the applicants?

- Article 7 of Regulation (EU) No 1144/2014 of the European Parliament and of the Council
- Article 1 of Commission Delegated Regulation (EU) No 2015/1829